

Therefore, what is claimed is:

1. A game comprised of:

5 a computing device with a display screen and a mouse device;  
a game software operative within the computing device, the game software  
enabling display of a landscape with a plurality of features, a hide character, and a  
seek character, wherein the hide character moves over the landscape and hides in  
the features, and subsequently the seek character moves over the landscape and  
10 seeks the hide character.

2. The claim as in 1, wherein the hide character and the seek character are  
either: animal forms; or human forms; or mythical creature forms.

15 3. The claim as in 2, wherein the forms have an evolution scale representing  
hide and seek ability of speed of movement, memory and intelligence.

4. The claim as in 1, wherein the hide character selects from a selection of  
landscape feature types.

20 5. The claim as in 1, wherein the hide character deposits clues on the  
landscape for subsequent use of the seek character.

6. The claim as in 1, wherein the seek character uses a search sensor to aid in  
25 seeking the hide character.

7. The claim as in 1, wherein a scoring system is based on time used and  
distance traveled by the seek character in finding the hide character.

8. The claim as in 1, wherein the landscape is in a central area, surrounded by a surrounding area, wherein the surrounding area has plurality of message spaces and the message spaces are used by a message function to select and display messages from a message database.

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9. The claim as in 1, wherein the landscape is in a central area, surrounded by a surrounding area, wherein the surrounding area has game controls.

10. The claim as in 1, wherein the landscape is a visual representation that is selected from a group that includes (i) world-wide-web network overlaid over a world map, (ii) civilizations and their artifacts overlaid over a world map, (iii) universe with features of galaxies, solar systems and planets, (iv) a body of fluid with features of microbes, cell organisms, virus bodies and anti-bodies, (v) a land with features of buildings, trees, water and caves, and (vi) an inside of a building with features of rooms, hallways, furniture, stairs, furnishings, and decorative artifacts.

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11. The claim as in 10, wherein the landscape is partitioned in a plurality of hierarchical dimensions, permitting the hide and seek character to move in a hierarchy of the landscape.

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12. The claim as in 1, wherein the hide and seek characters are geographically dispersed using separate computing devices connected to a game server on a global computer network.

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13. The claim as in 1, wherein players representing the hide and seek characters sign on to the game software by an identification means embedding age, gender and geographic location of the players.

14. The claim as in 13, additionally comprising a message function enabling entry, selection and display of the messages based on, the age, the gender and the geographic location of the players.

5 15. A hide and seek game apparatus comprising:  
a setup function, enabling set up of a landscape;  
a hide function enabling hiding of a hide character in the landscape; and  
a seek function enabling a seek character to seek the hide character in the landscape.

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16. The claim as in 15, wherein the setup function further comprising a character function enabling the set up of identities of the hide and seek characters.

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17. The claim as in 15, wherein the setup function further comprising a landscape function enabling the set up of the landscape with a variable grid size representing levels of complexity.

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18. The claim as in 15, wherein the landscape is in a central area, surrounded by a surrounding area, whereby the surrounding area is used for placing hide and seek game controls and as a message space.

19. The claim as in 15, wherein, the hide function further comprising a clue function enabling deposit of clues by the hide character on to the landscape.

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20. The claim as in 15, wherein the seek function further comprising a sub-function enabling the seek character use of a search sensor aiding the seeking of the hide character in the landscape.

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21. A hide and seek game on a global computer network comprised of:

a computing device with a display screen, a web browser and a mouse;  
a server on the global computer network hosting a hide and seek game  
software;

the game software sending and receiving program and data files to the  
computing device for enabling display of a hide character, a seek character, a  
landscape, a plurality of features on the landscape, wherein the game software  
enabling the hide character to move over the landscape and hide in the features,  
subsequently enabling the seek character to move over the landscape and seek the  
hide character; and the server enabling the seek and the hide characters to  
communicate with each other.

22. The claim as in 21, wherein the game software further comprising a message  
function and a message database, wherein the message function selecting a  
plurality of messages from the database on a predetermined criterion and sending  
to the computing device for display around the landscape.

23. The claim as in 22, wherein the message database further comprising a web  
interface enabling entry of messages in the message database.

24. The claim as in 23, wherein the web interface enabling entry of messages  
based on age, gender, and geographic region of players representing hide and seek  
characters.

25. A method of message delivery to a player, while playing a game, comprising  
the steps of:  
entry of messages into a database with a plurality of attributes; entry of players into  
the database with a plurality of attributes;  
selecting those messages that satisfy a player's attribute and displaying these  
messages to the player.

26. The claim as in 25, wherein the message attribute is a game mode; selecting those messages that satisfy the game mode and displaying those messages to the game player while playing the game in that game mode.

5 27. The claim as in 25, where the message attribute is a message type such as community message, event message, personal message or commercial message.

28. The claim as in 25, where the message attribute is age of players.

10 29. The claim as in 25, where the message attribute is gender of players.

30. The claim as in 25, where the message attribute is geographic location of players.

15 31. The claim as in 25, where the message attribute is a combination of precise data and a wild card to represent a class of players, based on their age, their gender and their geographic location.

20 32. The claim as in 25, where the message attribute is time of day, season, or an event in progress.

33. The claim as in 25, wherein the player attribute is age.

25 34. The claim as in 25, wherein the player attribute is gender.

35. The claim as in 25, wherein the player attribute is geographic location.

30 36. The claim as in 25, where the player attributes are a combination of year-of - birth, month-of-birth, gender, and zip code.

37. The claim as in 36, where the player attribute includes player's name initials.

38. The claim as in 25, further comprising the steps of: entry of messages in the database with message attributes for each message that are independent of player  
5 attributes and are from a group including time of day, season and an event.

39. The method as in claim 25, comprising the step of: entry of a message into the database with message attributes for each message that are from a group including player age, player gender, and player geographic location.

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40. The method as in claim 25, comprising the step of: entry of players into the database with player attributes for each player that are from a group including player age, player gender, and player geographic location.